



VACANCY ANNOUNCEMENT

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY

DELEGATED EXAMINING UNIT

ISSUE DATE: March 19, 2004
CLOSING DATE: April 16, 2004

ANNOUNCEMENT NUMBER:
ONDCP-04-09-RG

Title, Series & Grade

**Deputy Associate Director for
National Youth Anti-Drug Media Campaign
GS-301-15
(\$100,231 - 130,305)
Full Performance Level: GS-15**

Vacancy Location:

**Executive Office of the President
Office of National Drug Control
Washington, D.C. 20503**

AREA OF CONSIDERATION: OPEN TO ALL QUALIFIED APPLICANTS

PLEASE NOTE: Due to potential delays in the U.S. Postal Service, we encourage applicants to submit an electronic application or fax it to (202) 395-1262 or (202) 395-1194 to ensure safe and timely receipt of applications. We cannot guarantee that applications that are mailed will be received before the closing date of the announcement to receive consideration.

MAJOR DUTIES: The incumbent serves as the Deputy Associate Director, Office of National Youth Anti-Drug Media Campaign (Media Campaign), Office of National Drug Control Policy (ONDCP), Executive Office of the President (EOP). The Deputy Associate Director is the principal assistant to the Associate Director, Media Campaign, responsible for assisting in planning and directing a national paid advertising and media awareness campaign to reduce and prevent the use of illicit drugs. As well, the incumbent directs the development and implementation of public education strategies and policies to inform non-government organizations and institutions of key educational issues and concepts for which the Director, ONDCP seeks public understanding. The Deputy Associate Director is charged with assisting the Associate Director, Media Campaign, with developing a system that allocates public service time negotiated through the network to NGOs and Federal agencies with drug-related service requirements, and directs the allocation for additional public service time to agencies and public service efforts. The incumbent reviews critical research, evaluation and statistical information, and products of Federal, state and local, and non-government groups, to identify material relevant to pending policy issues and suggests improvements in the Media Campaign. In the absence of the Associate Director, Media Campaign, the incumbent will carry out the duties of the Associate Director, Media Campaign. This would include acting as a surrogate at speaking opportunities, when the Associate Director is unavailable.

MINIMUM QUALIFICATION REQUIREMENT: Applicants must have a minimum of one year of specialized experience at the level of difficulty and responsibility comparable to the next lower grade in the Federal service. Specialized experience is experience that is in or directly related to the work of the position to be filled.

QUALITY RANKING FACTORS:

1. Expert Knowledge of Federal and international drug control efforts, including roles and responsibilities, policy and research issues.
2. Demonstrated work experience in advertising and/or social marketing programs in health-related areas, in order to achieve the goals and objectives of the Media Campaign.
3. Demonstrated flexibility to understand new content knowledge quickly and thoroughly to develop new concepts and ways of approaching difficult problems and to reason logically from the facts available. Demonstrated initiative and creativity in the overall drug control program strategy.
4. Demonstrated skill in effectively synthesizing highly complex and voluminous materials, and in presenting complex ideas, conclusions, and recommendations persuasively and effectively, both orally and in writing.

APPLICATIONS MUST BE RECEIVED BY THE CLOSING DATE.

APPLICATIONS WILL NOT BE RETURNED.

RELOCATION EXPENSES WILL NOT BE PAID TO THE APPLICANT SELECTED.

If you omit any of the required information specified in the Optional Form 510, applying for a Federal job, your applications may be rated **INELIGIBLE**. To review a copy of OF-510 on-line, please go to www.opm.gov, click on the following: "Quick Index"; then "Forms"; then "Optional Forms"; and again on "OF-510").

BASIS OF RATING: APPLICANTS WILL BE RATED BASED ON AN EVALUATION OF THEIR EXPERIENCE AND EDUCATION AND ON THEIR WRITTEN RESPONSES TO EACH OF THE QUALITY RANKING FACTORS LISTED ABOVE. APPLICANTS SHOULD PROVIDE A SUPPLEMENTAL DOCUMENT (ON PLAIN PAPER, NO FORM REQUIRED), CONCISELY ADDRESSING EACH FACTOR SEPARATELY IN NARRATIVE FORMAT WITH DETAILED ANSWERS AND EXAMPLES OF RELEVANT EXPERIENCE. FAILURE TO ADDRESS QUALITY RANKING FACTORS WILL RESULT IN A RATING OF INELIGIBLE. A SCORE OF 90 OR HIGHER IS DEEMED "WELL QUALIFIED".

REASONABLE ACCOMMODATION: This agency provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the agency. The decision on granting reasonable accommodations will be on a case-by-case basis.

User of the Telecommunications Devices for the Deaf (TDD) may call (202) 395-1160.

HOW TO APPLY:

THERE ARE 2 OPTIONS FOR APPLYING:

FAX to 202-395-1262 or 202 395-1194 the following:

- (1) An Optional Application for Federal Employment (OF-612); or a resume; or the SF-171, Application for Federal Employment; or other written application, ensuring that all required information shown in Applying for a Federal Job, OF-510, is included in your application;
- (2) Your latest SF-50 "Notification of Personnel Action" and Performance Appraisal if you are a current or former Federal employee;
- (3) On a separate sheet, a narrative summary of your experience and/or education which concisely addresses each of the Selective Factors (if any) and Quality Ranking Factors; and
- (4) If applicable, SF-15, application for 10-point Veteran Preference

ELECTRONIC SUBMISSION OF YOUR RESUME: You can submit your resume from the USAJOBS web site on the Internet. After reviewing the full text of this announcement, click on the 'Submit Resume on-line' shown on this page. Create or edit your resume. Please be sure to use the space entitled "Supplemental Information" to add any additional information specified in this announcement, such as Selective Placement Factor and Quality Ranking Factors.

When you have finished and select 'Send', your resume will be sent to our agency. Electronic Resumes can only be sent using the special icon in our announcement. To apply on-line, you must prepare your resume and SEND it before midnight Eastern Time of the closing date.

After you complete and send OPM's online resume, you will receive a web page message stating that your resume (for the specified announcement number) was sent to our agency. This message serves as a confirmation of your mailing. If you do not receive this statement your resume was not successfully transmitted and you should try again.

NOTE FOR STATUS APPLICANTS: Current Federal employees serving under permanent appointments in the competitive service, or former Federal employees with reinstatement eligibility, will be considered under the Agency's merit promotion procedures. Those status applicants who want to receive consideration under the competitive delegated authority procedures of this announcement must submit two applications. Mark one application "MERIT PROMOTION" and the other "DELEGATED EXAMINING".

SECURITY CLEARANCE: This position requires the selectee to obtain and maintain a security clearance. This means that a full field background investigation will be conducted including appropriate credit checks. Any offer made is considered a tentative job offer pending the outcome of pre-employment interviews and any additional information obtained prior to the initiation of a full background investigation. This agency has the right to rescind the tentative offer at any time before the actual starting date of employment based on any negative information that may be found during the preliminary security and/or credit check. The position also requires the incumbent to be able to obtain a Top Secret clearance based on a current Special Background Investigation and be eligible for special compartmental access.

DRUG TESTING: The applicant tentative selected for this position will be required to submit to urinalysis to screen for illegal drug use prior to appointment. After appointment, the employee will be included in the agency's random drug testing program.

EEO STATEMENT: Applications will be accepted from all qualified persons. Consideration will be extended without discrimination for any non-merit reasons, such as race, color, religion, gender, national origin, political affiliation, marital status, age, membership or non-membership in employee organizations, or non-disqualifying physical handicap. Disabled applicants, Disabled Veterans, or any other applicants eligible for non-competitive appointment under special appointing authorities not requiring competitive status are eligible to apply regardless of the area of consideration and should clearly specify their special eligibility of their application.

CITIZENSHIP: Under Executive Order 11935, only United States citizens and nationals (residents of American Samoa and Swains Island) may compete for civil service jobs.

Direct Deposit is REQUIRED: As a condition of employment, candidates appointed, competitively promoted or reassigned are required to enroll and participate in Direct Deposit/Electronic Funds Transfer.

SPECIAL NOTE:

Displaced employees requesting special selection priority consideration under the Interagency Career Transition Assistance Program (ICTAP). If you are a displaced Federal employee, you may be entitled to receive priority consideration under the ICTAP. To receive consideration you must:

1. Be a displaced Federal employee. The following categories of candidates below (A and/or B) are considered displaced employees. You must submit a copy of the appropriate documentation such as RIF separation notice, letter from OPM, or a Certificate of Separation from your agency documenting your priority consideration status.

A. Former Military Reserve or National Guard Technicians who are receiving a special Office of Personnel Management (OPM) disability retirement under section 8337 (h), or 8456 of title 5 United States Code;

OR

B. Current or former career or career-conditional (tenure group 1 or 2) competitive service employees who: received a specific RIF separation notice; or separated because of a compensable injury, whose compensation has been terminated, and whose former agency certifies that it is unable to place; or retired with a disability and whose disability annuity has been or is being terminated; or upon receipt of a RIF separation notice retired on the effective date of the RIF and submits a SF-50 that indicates "Retirement in Lieu of RIF"; or under the discontinued service retirement option; or was separated because he/she declined a transfer of function or directed reassignment to another commuting area.

2. Be applying for a position at or below the grade level of the position from which you were being separated. The position must not have greater promotion potential than the position from which you are being separated.

3. Have a current performance rating of record (or last) of at least fully successful or equivalent (does not apply to candidates who are eligible due to compensable injury or disability retirement).

4. Occupy or be displaced from a position in the same local commuting area of the position for which you are requesting priority consideration.

5. File your application by the vacancy announcement closing date and meet all the application criteria.

6. Be rated well qualified for the position. To be considered well qualified you must earn a score of 90 or above (prior to the assignment of veterans' preference points) on the rating criteria developed for this position. Applicants must address the selective and quality ranking factors in order to receive a rating.